

Offham Primary School



Image Use Policy

(Template from Kent LADO Advisory Service July 2025)

Date Agreed: September 2025
Review Date: July 2026

School/Setting Data Protection Officer: Satswana Data Protection Services

School/Setting Designated Safeguarding Lead (DSL): Sam Terry

Governor with lead responsibility: Keith May

Scope and aims of the policy

- This policy seeks to ensure that images taken within and by Offham Primary School are taken and held legally and the required thought is given to safeguarding all members of the community.
- This policy applies to all staff including the governing body, teachers, support staff, external contractors, visitors, volunteers and other individuals who work for or provide services on behalf of the school (collectively referred to as staff in this policy) as well as children and parents/carers.
- This policy must be read conjunction with other relevant policies including, but not limited to; Safeguarding, Anti-bullying, Behaviour, AUPs, Code of Conduct and Online Safety policies.
- This policy applies to all images, including still photographs and video content taken by Offham primary School
- All images taken by Offham Primary School will be used in a manner respectful of the Data Protection Principles. This means that images will be processed:
 - fairly, lawfully and in a transparent manner
 - for specified, explicit and legitimate purposes
 - in a way that is adequate, relevant limited to what is necessary
 - to ensure it is accurate and up to date
 - for no longer than is necessary ○ in a manner that ensures appropriate security
- The safeguarding team (DSLs) are responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the setting. This includes the management, implementation, monitoring and review of the Image Use Policy.

Official use of images of children

Parental consent

- Written permission from children and/or parents or carers will always be obtained before images of children are taken, used or published.
- Written consent will always be sought to take and use images offsite for professional, marketing and training purposes. This may be in addition to parental permission sought for onsite images.
- Written consent from parents will be kept by the Offham Primary School where children's images are used for publicity purposes, such as brochures or publications, until the image is no longer in use.
- Parental permission will be sought on an annual agreed basis.
- A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of, and the record will be updated accordingly.

Safety of images

- All images taken and processed by or on behalf of the Offham Primary School will take place using the school's equipment and devices and in line with this and other associated policies, including but not limited to Safeguarding, Code of Conduct, Online Safety and AUP policies
- Staff will receive information regarding the safe and appropriate use of images as part of their data protection and safeguarding training.

Staff will:

- ☐ only publish images of learners where they and their parent/carer have given explicit written consent to do so.
- ☐ only take images where the child is happy for them to do so.
- ☐ ensure that a senior member of staff is aware that the equipment is being used and for what purpose.
- ☐ avoid making images in a one-to-one situation.

Staff will not

- ☐ take images of learners for their personal use.
- ☐ display or distribute images of learners unless they are sure that they have parental consent to do so
- ☐ take images of learners in a state of undress or semi-undress or which could be considered as indecent or sexual
- ☐ take images of a child's injury, bruising or similar or make audio recordings of a child's disclosure.
- ☐ Take images of children on their personal equipment.

- All members of staff, including volunteers, will ensure that all images are available for scrutiny and will be able to justify any images in their possession.
- Images will only be retained when there is a clear and agreed purpose for doing so. The Lead DSL and/or Headteacher will ensure that all images are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use.
- Images will be stored in an appropriately secure place.
- For school trips/residentials the lead teacher will inform the Headteacher/Lead DSL of the school equipment being used to take photographs and how it will be safely stored
- Images will remain on site, unless prior explicit consent has been given by the Headteacher or Lead DSL and the parent/carer of any child or young person captured in any images. Should permission be given to take images off site, all relevant details will to be recorded, for example who, what, when and why. Images taken offsite will be kept securely for example with appropriate protection.
- Any device containing images of children to be taken offsite for further work will be suitably protected and will be logged in and out by the Headteacher/ Lead DSL; this will be monitored to ensure that it is returned within the expected time scale.
- The Headteacher/Lead DSL reserve the right to view any images taken and can withdraw or modify a member of staffs' authorisation to take or make images at any time.
- Any apps, websites or third-party companies used to share, host or access children's images will be risk assessed prior to use.
- The school will ensure that images always are held in accordance with the UK General Data Protection Regulations (UK GDPR) and Data Protection Act, and suitable child protection requirements, if necessary, are in place.
- Images will be disposed of should they no longer be required. They will be returned to the parent or carer, deleted and wiped or shredded as appropriate. Copies will not to be taken of any images without relevant authority and consent from the Headteacher/Lead DSL and the parent/carer.

Safe Practice when taking images

- Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why or how activities are taking place.
- The school will discuss the use of images with children in an age-appropriate way.
- A child or young person's right not to be photographed or videoed is to be respected. Images will not be taken of any child or young person against their wishes.

- Photography or video recording is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.
- Images or videos that include children will be selected carefully for use, for example only using images of children who are suitably dressed.

Publication and sharing of images

- Full names of children will not be used on the website or other publication, for example newsletters, social media channels, in association with photographs or videos.
- The school will not include any personal addresses, emails, telephone numbers on video, on the website, in a prospectus or in other printed publications.

Usage of apps/systems to share images with parents

- The school uses Class Dojo, the website, Sway (newsletters), Facebook and Instagram to upload and share images of children with parents.
- The use of the system has been appropriately risk assessed Headteacher/Lead DSL has taken steps to ensure all data stored is held in accordance with GDPR and the Data Protection Act.
- Images uploaded will only be taken on school devices.
- All users of the above systems are advised on safety measures to protect all members of the community, for example, using strong passwords, logging out of systems after use etc.
- Parents/carers will be informed of the expectations regarding safe and appropriate use (For example, not sharing passwords or copying and sharing images) prior to being given access. Failure to comply with this may result in access being removed.

Use of Video Surveillance, including CCTV

- All areas which are covered by video surveillance will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
- Recordings will be retained for a limited time only and for no longer than their intended purpose; this will be a for a maximum of 30 days. All recordings are to be erased before disposal.
- Auditing of any stored images will be undertaken by the Headteacher/Lead DSL or other member of staff as designated by SLT as required.
- If cameras record activities taking place on the premises which are of a criminal nature or give any cause for concern, then information will be referred to the appropriate agency.

- Video surveillance cameras will be appropriately placed within the setting.

Use of webcams

- Parental consent will be obtained before webcams will be used within the setting environment for education purposes.
- Where webcams are used with children to access or engage with education (for example remote learning), images and recording will be held in accordance with the UK General Data Protection Regulations (UK GDPR) and Data Protection Act, and any necessary child protection requirements will be implemented.
- All areas which are covered by webcams for security or safeguarding purposes (CCTV) will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
- Where webcams are used for video surveillance purposes, recordings will be retained for a limited time only and for no longer than their intended purpose; this will be a for a maximum of 30 days. All recordings are to be erased before disposal.

Use of images of children by others

Use of image by parents/carers

- Parents/carers are permitted to take photographs or video footage of events for private use only. These must not be placed on social media.
- Parents/carers who are using photographic equipment must be mindful of others, including health and safety concerns, when making and taking images.
- The opportunity for parents/carers to take photographs and/or make videos may be reserved by the school on health and safety grounds.
- Parents/carers are only permitted to take or make recording within designated areas of the school Photography or filming is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
- Parents may contact the Head teacher/Lead DSL to discuss any concerns regarding the use of images.
- Photos and videos taken by the school and shared with parents should not be shared elsewhere, for example posted onto social networking sites. To do so may breach intellectual property rights, data protection legislation and importantly may place members of the community at risk of harm.

Use of images by children

52. The school will discuss and agree age-appropriate acceptable use rules with children regarding the appropriate use of cameras, such as when engaging in remote learning and when onsite. This will include places children cannot take cameras, for example unsupervised areas, toilets etc.
53. The use of personal devices, for example, mobile phones, tablets, digital cameras, is covered within the school mobile and smart technology policy.
54. All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.
55. Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos or videos.
56. Images taken by children for official use will only be taken with parental consent and will be processed in accordance with UK GDPR and the Data Protection Act.
57. Parents/carers will be made aware that children will be taking images of other children and will be informed how these images will be managed. For example, they will be for internal use by the school only and will only be shared online or via any website or social media tool if checked by class teacher.
58. Images taken by children for official use will be carefully controlled by the school and will be checked carefully before sharing online or via digital screens.

Use of images of children by the media

59. Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's, or other relevant media, requirements can be met.
60. A written agreement will be sought between parents and carers and the press which will request that a pre-agreed and accepted amount of personal information (such as first names only) will be published along with images and videos.
61. The identity of any press representative will be verified, and access will only be permitted where the event is planned, and where press are specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.
62. Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the setting is to be considered to have acted in good faith.

Use of external photographers, including videographers and volunteers

- 63. External photographers who are engaged to record any events officially will be prepared to work according to the terms of our policies, including our Safeguarding Policy.
- 64. External photographers will sign an agreement which ensures compliance with UK GDPR and the Data Protection Act.
- 65. Images taken by external photographers will only be used for a specific purpose, subject to parental consent.
- 66. **External photographers will not have unsupervised access to children and must hold a DBS.**

Policy breaches

- 67. Members of the community should report image use concerns regarding image use or policy breaches in line with existing school policies and procedures. This includes reporting concerns on CPOMS or as Low Level Concern or Allegation Against a member of staff.
- 68. Following a policy breach, leadership staff will debrief, identify lessons learnt and implement policy changes as required. Action will be taken in line with existing school policies and procedures.
- 69. Advice will be sought, and reports will be made to other organisations in accordance with national and local guidance and requirements. For example, where there may have been a data protection breach, the ICO will be contacted, and if an allegation has been made against a member of staff, contact will be made with the Local Authority Designated Officer (LADO).

APPENDIX 1

Dear Parent/carers

This letter explains why we will need to ask for your consent before we are able to take images, including photographs and videos of your child during their time at Offham Primary School.

Photographs and videos are a source of pleasure and pride. We believe that the taking and use of images can enhance the self-esteem of children and their families and therefore is something to be welcomed and appreciated.

We may take images for many reasons whilst your child is with us, including:

- documenting and recording education activities
- recording their learning and development progress
- recording and celebrating special events and achievements

We also encourage children to be active learners, and to become involved in using cameras themselves by taking photos or videos of their surroundings, activities and of each other.

We do however recognise that with the increased use of technologies, particularly digitally and online, the potential for misuse has become greater and we understand that this can give rise to concern. We will therefore endeavour to put effective safeguards in place to protect children by minimising risk.

We are mindful of the fact that some families may have reasons why protecting a child's identity is a matter of anxiety. If you have special circumstances either now or at any time in the future which would affect your position regarding consent, please let us know immediately in writing.

We have a specific policies around safer technology. These can be viewed the website:

- Image Use Policy
- Mobile and Smart Technology
- Safeguarding Policy
- Acceptable Use Policy

To comply with UK General Data Protection Regulations (UK GDPR) and the Data Protection Act, we need your permission before we can photograph or make any recordings of your child.

Please complete the form below to allow us to see your preferences around image use.

Yours sincerely,

Ruth Powell

Offham Primary School Headteacher

Parental Consent for Use of Images at Offham Primary School

2025 – 2026

- This form is valid for the above academic year. This consent will automatically expire after this time.
- We will not use the personal information or full names (first name and surname) of any child in a photographic image or video on our website, online, on social media, in our prospectus or in any of our other printed publications. If we use photographs or videos of individual children, we will not use the full name of that child in the accompanying text or caption.
- We may use group photographs or footage with general labels.
- We will only take images of children who are suitably dressed.
- We will discuss the use of images with children in an age-appropriate way and role model positive online behaviour.
- This consent can be withdrawn by parents/carers at any time by informing us in writing.
- All images will be used taken and held in accordance with Data Protection legislation.
- All images will be taken and used in accordance with our Image Use, Safeguarding, Acceptable Use and Mobile and Smart Technology Policy.

Parents/carers are encouraged to discuss any concerns or queries relating to image use with us as part of making informed decisions.

Use your child's image in displays in the school either unnamed or first name only	Yes / No
Use your child's image (photo or video) for assessments, monitoring or other education uses within the school.	Yes / No
Use your child's image in our prospectus and other printed publications that we produce for education and promotional purposes?	Yes / No
Use your child's image (photo or video) on our official website unnamed or first name only?	Yes / No
Use your child's unnamed image (photo or video) on our official social media channels? (Facebook. Instagram)	Yes / No
Use/record/share your child's image on webcam for appropriate curriculum purpose, for example, video conferencing and/or remote learning?	Yes / No
Use your child's photograph (first name or unnamed) in our school newsletter.	Yes / No
Use your child's image with full names for identification purposes if they have an official educational/dietary or medical need which needs to be communicated with all staff for safeguarding purposes.	Yes / No
Are you happy for your child to appear in the media, for example, if a newspaper photographer or television film crew attend school events (first names only)?	Yes / No

Are you happy for the school to print images of your child electronically?	Yes / No
Use your child's image (photo/video) on Class Dojo (first name or unnamed)	Yes / No

I have read and understood the conditions of image use and I am also aware of the following:

- Websites and social media sites can be viewed worldwide; not just in the United Kingdom where UK law applies.
- The press are exempt from UK GDPR and Data Protection legislation and may want to include the names and personal details of children and adults in the media.

I/we will discuss the use of images with our *child/ren* to obtain their views, if appropriate.

As the child's *parents/guardians*, *we/I* agree that if *we/I* take photographs or video recordings of our *child/ren* which include other children, then we will only use these for our own personal use.

Name of Child: _____ Date: _____

Parent/Carer Name: _____

Parent/carers's signature: _____

APPENDIX 2: Staff Photo Consent

Please return the completed form, even if you have chosen not to give your consent, to the school office.

Conditions of use

1. This form is valid for the duration of your employment. Please advise the school office if you wish to amend your consent.
 2. Images must only be used in circumstances where consent has been given.
 3. Under UK GDPR and Data Protection legislation your rights include:
 - a) Your consent (to the publication of your photo) can be withdrawn at any time
 - b) Your photo will not be used for any other purpose without your further consent
 - c) Your personal data will be accurately maintained and kept up to date
 - d) Publication of your photo will cease, and all electronic copies will be deleted
- I have read and understood the conditions of use.
 - I confirm that I understand publication of my picture will mean that my picture will be viewable by those with access, alongside my job title and work contact details and I consent to such processing of my personal data.
 - I understand that if my picture and details are placed on the website and/or social media channels potentially this will be accessible by anyone in the world with internet access.

May we use your image (photo/video) on our:

- | | |
|-------------------------------------|----------|
| • School website | Yes / No |
| • Display/notice boards, accessible | Yes / No |
| • School social media sites | Yes / No |
| • Class Dojo | Yes / No |
| • Newsletters | Yes / No |
| • Press publications | Yes / No |
| • | |

Name: _____ Date: _____ Signed: _____